Sheet 1 of 1 U.S. DEPARTMENT OF COMMERCE ATTY, DOCKET NO. SERIAL NO. PATENT AND TRADEMARK OFFICE 10/006,608 **DEM1P008** APPLICANT LIST OF DOCUMENTS CITED BY APPLICANT Neal et al. TO COMPLY WITH 37 C.F.R. 1.56 FILING DATE GROUP 3621 11/30/01 **U.S. PATENT DOCUMENTS EXAMINER** DOCUMENT DATE NAME CLASS SUBCLASS FILING DATE IF NUMBER APPROPRIATE INVITAL AA7,249,033 07/24/07 Close et al. AB 7,249,032 07/24/07 Close et al. AC7,249,031 07/24/07 Close et al. ΑD 7,240,019 07/03/07 Delurgio et al. AE 7,130,811 10/31/06 Delurgio et al. AF 7,092,918 08/15/06 Delurgio et al. AG 7,092,896 08/15/06 Delurgio et al. AH 7,072,848 07/04/06 Boyd et al. ΑI 7,062,447 06/13/06 Valentine et al. AJ 6,553,352 04/22/03 Delurgio et al. AK 5,832,456 11/03/98 Fox et al. AL 2006/0161504 07/20/06 Walser et al. 2005/0108070 05/19/05 AM Kelly et al. AN 2004/0243432 12/02/04 Kelly et al. AO 2002/0169657 11/14/02 Singh et al. OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) Mulhern et al. "Measuring Market Response to Price Changes: A Classification Approach". J BUSN RES 1995; 33. 197-205. DATE CONSIDERED

NER: Initial I reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.